To: Kim, Aaron J., Lantigua, Hamilton, Marsh, Christopher J., Lustig, Charlotte E., Roseto, Joan M., Lesler, Kevin A., Fabris, Christopher O., Dominguez, Juan J., Gralla, Randi L.
From: Dibenedetto, Charles A.
Posted: 7/27/98 9:34
Opened: 7/27/98 14:11
Subject: FWRD: Salen Name Generation Cards

All Reps

Once again numbers are in for the Salem name generation.

And once again, I am very disappointed, I know we all have been very busy, and the name generation cards have not been "top of mind", however to have more than half the division with less than 5 in the last 5 months is UNACCEPTABLE!

> Do we need to be graded and tracked on our accountabilities or should we do what is good for business??????????????????????????????????????

> Many of you are charging consumer offers on your expense reports, understandably they are for all RJR brands, however none for Salem!
What's Up With That!!!!!!!!!!!!

Charlie

cc. Mark Young

========== <Forwarded Letter> ==========
From: Orourke, Rory
To: DIBENEC
Subject: Salen Name Generation Cards
Posted: 07/22/98 15:00
Priority: Normal Priority

Hello . . . is any one out here?

I seems that Salem name generation cards are no longer being worked.
Since January very few have been sent to the ROU.

The attached spreadsheet shows everyone's numbers. I have also included tabs by division. Read em & weep.

Brooklyn and Margaret Hansen are still number 1.

Lets get those puppies in here. We are still earning $1.00 toward a party for each card sent in. So far we have only earned $4,100 toward the party.

We will send this list out more often so you can see how you are doing.

Rory

CC: 1200 - New York Region (SCULLYA)

51851 5010

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Nassau

Brand Style																			
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4	w/e 7/11
FF Sld Box	450	788	452	619	662	744	259	269	858	754	388	221	293	58	114	102	54	130	233
Lt Sld Box	556	777	587	951	876	822	342	462	1512	722	521	375	188	101	224	192	141	228	287
FF 100 Box	106	130	98	149	84	98	89	92	119	97	118	120	58	25	107	100	92	80	64
Lt 100 Box	256	213	246	284	158	205	260	213	291	234	254	314	180	103	184	238	250	250	188
King	985	1139	1110	1134	827	1277	993	1126	1111	1046	1423	1172	1132	673	988	1102	680	1307	1190
100	729	710	753	675	602	808	714	755	739	712	861	819	677	393	687	635	422	799	712
Lt King	1546	1388	1617	1400	1202	1545	1222	1401	1479	1303	1770	1612	1467	766	1486	1504	1034	1673	1610
Lt 100	975	1129	1104	983	792	1028	1029	939	1045	925	1245	1137	896	544	989	987	722	1137	952
Slim	548	643	552	519	533	663	588	686	554	512	670	654	621	290	704	553	397	651	620
Ul King	665	707	818	728	656	856	740	661	705	715	879	821	876	483	736	764	513	810	850
Ul 100	615	583	695	628	628	750	644	655	738	593	834	713	762	508	733	752	405	847	718
Gold	13	10	19	6	11	22	17	1	12	14	14	7	3	1	12	19	6	5	2
Pref 100	52	34	52	32	20	58	29	51	28	49	25	71	35	25	35	33	37	33	60
Pref Lt 100	153	93	119	92	93	129	134	112	126	107	150	111	121	39	132	122	111	119	121
Tot Salem	7649	8344	8222	8200	7144	9005	7060	7423	9317	7783	9152	8147	7309	4009	7131	7103	4864	8069	7607
Salem SOM	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	3.43%	2.85%	3.07%	2.80%	2.63%	2.58%	2.78%	2.68%	2.58%	2.96%
Industry Vol	265298	263655	247455	234538	235634	346514	238605	244196	251216	227196	321012	265327	261122	152454	275949	255689	181737	312664	257310

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	530	530
0	547	547
0	139	139
76	244	168
1525	1084	-441
1008	726	-281
2118	1430	-688
1326	993	-334
685	568	-117
892	726	-166
842	689	-153
25	12	-14
57	41	-16
160	119	-41
8714	7847	-867
2.91%	3.13%	0.22%
299751	250799	-48952

51851 5011

Source: Division Level AIM 185 Reports

Revised: 8/4/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Brand Style																			
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4	w/e 7/11
FF Sld Box	214	132	255	134	111	88	86	250	176	97	104	140	74	34	40	76	18	67	409
Lt Sld Box	258	141	210	128	109	101	126	293	210	125	161	98	80	36	101	142	40	135	449
FF 100 Box	96	62	26	31	34	52	47	35	39	56	105	55	50	15	93	103	46	76	58
Lt 100 Box	205	119	77	70	40	78	115	89	74	97	108	63	33	25	104	148	33	126	107
King	709	523	548	588	457	812	588	502	688	892	1219	736	8163	406	832	907	397	894	973
100	451	263	260	297	234	449	363	317	440	373	516	408	396	194	381	525	253	456	497
Lt King	682	499	524	536	421	777	576	515	752	862	1042	878	754	595	851	928	404	993	1087
Lt 100	481	290	269	296	257	512	368	300	428	459	515	472	448	247	547	646	208	529	580
Slim	240	126	132	156	177	178	213	164	237	159	209	219	254	118	254	257	0	273	286
Ul King	351	190	170	220	196	261	284	198	290	281	325	383	354	173	432	355	106	384	416
Ul 100	244	126	123	134	129	163	220	114	181	172	212	273	256	86	245	225	66	264	258
Gold	0	4	0	1	3	2	1	1	4	9	0	2	3	1	5	3	0	7	2
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3931	2475	2594	2591	2168	3473	2987	2778	3519	3582	4516	3727	10865	1930	3885	4315	1660	4204	5122
Salem SOM	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	2.46%	2.92%	2.75%	7.43%	2.24%	2.66%	2.78%	3.24%	2.65%	3.04%
Industry Vol	101212	80858	80288	96084	103952	115038	100163	86462	129525	145540	154546	135591	146142	86093	146174	155338	51203	158796	168720

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	184	184
0	165	165
0	67	67
7	113	106
873	904	31
502	383	-119
881	699	-182
532	415	-117
218	203	-15
289	270	-19
220	192	-27
6	3	-3
0	3	3
0	0	0
3529	3597	69
3.12%	3.32%	0.20%
113106	108249	-4857

NYC DOC Salem FF King included in weekly shipments		207	0.19%
Salem SOM change ex. DOC		**3.13%**	**0.01%**

7440

51851 5012

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Brooklyn

Brand Style																			
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4	w/e 7/11
FF Sld Box	335	278	249	173	145	271	147	232	148	124	100	110	59	40	54	51	11	43	256
Lt Sld Box	354	307	316	188	149	295	173	205	215	144	106	103	72	33	75	49	34	69	199
FF 100 Box	64	41	62	71	21	40	21	37	35	37	57	41	24	12	36	55	26	56	25
Lt 100 Box	69	60	17	19	39	80	46	61	94	91	75	55	42	23	65	65	33	79	89
King	904	856	886	868	778	1080	868	827	682	988	1012	662	781	529	691	1104	268	980	896
100	610	494	521	523	466	593	531	538	383	618	570	406	466	238	392	628	164	565	593
Lt King	804	843	836	792	700	970	765	808	541	826	989	581	683	350	618	904	197	899	844
Lt 100	580	607	579	593	481	631	628	658	433	629	634	454	529	253	410	601	171	650	622
Slim	264	199	252	209	231	236	234	210	168	194	229	163	231	79	162	215	55	235	244
Ul King	203	169	173	169	163	199	203	163	127	173	190	129	154	100	106	198	40	219	158
Ul 100	158	158	154	149	134	188	133	164	121	137	164	123	115	65	121	147	48	123	168
Gold	4	3	53	3	5	15	3	17	6	3	14	11	1	7	7	4	0	15	11
Pref 100	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4349	4015	4098	3757	3312	4598	3752	3920	2954	3964	4140	2838	3167	1729	2737	4021	1047	3933	4105
Salem SOM	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%	3.50%	3.32%	2.89%	2.90%	2.78%	3.03%	2.86%	3.16%	2.89%	3.08%	3.26%
Industry Vol	128892	117064	116091	128755	122143	156625	111769	113900	84496	119283	143403	97812	114078	56990	95803	127152	36213	127700	125923

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	209	209
0	179	179
0	51	51
11	61	50
1231	885	-346
700	511	-189
1068	782	-286
736	559	-177
262	222	-40
182	165	-17
183	148	-35
6	11	5
0	0	0
0	0	0
4380	3782	-597
3.33%	3.35%	0.02%
131359	112823	-18536

51851 5013

Source: Division Level AIM 185 Reports

Revised: 8/4/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Queens

Brand Style																			
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4	w/e 7/11
FF Sld Box	347	495	416	336	268	398	225	515	180	216	263	208	255	35	43	54	26	65	373
Lt Sld Box	396	540	608	445	363	463	266	524	260	304	226	266	193	68	117	102	60	163	444
FF 100 Box	117	119	28	27	74	127	122	73	94	83	80	68	76	10	63	41	45	69	37
Lt 100 Box	165	136	204	160	120	206	156	191	303	201	232	201	109	48	137	127	74	147	145
King	1236	994	1172	1099	961	1500	1040	1067	1075	1233	1296	1096	1019	566	1019	873	660	1217	1059
100	702	531	667	654	618	817	590	632	722	650	703	672	578	323	511	455	364	667	546
Lt King	1139	1037	1066	1096	1027	1409	1046	1088	1149	1215	1294	1082	1070	670	977	977	662	1267	1150
Lt 100	713	589	794	685	649	882	670	805	781	782	813	778	626	416	611	613	383	780	688
Slim	328	348	293	325	318	480	296	329	331	316	370	285	319	185	310	367	196	377	328
Ul King	375	339	357	362	344	457	306	376	394	305	379	337	420	209	386	341	222	429	322
Ul 100	346	288	282	329	296	398	337	329	306	298	346	296	333	183	327	279	167	377	308
Gold	36	17	135	27	25	40	22	16	35	36	32	14	15	7	21	17	0	18	20
Pref 100	14	5	12	14	25	12	12	9	16	6	15	9	18	9	20	8	8	16	7
Pref Lt 100	40	33	41	40	33	56	37	48	40	25	39	41	34	17	31	32	52	46	23
Tot Salem	5954	5471	6075	5599	5121	7245	5125	6002	5686	5670	6088	5353	5065	2746	4573	4286	2919	5638	5450
Salem SOM	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%	4.03%	3.58%	3.66%	3.02%	3.31%	3.05%	2.66%	2.69%	2.52%	2.93%	2.92%	3.24%
Industry Vol	172480	160508	164631	165897	167762	224154	151361	148873	158999	154915	201557	161501	165977	103147	169840	170107	99745	193093	168050

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	308	308
0	339	339
0	107	107
34	172	138
1620	1535	-85
894	629	-265
1587	1104	-483
974	722	-252
400	329	-71
406	338	-67
381	318	-63
25	44	19
17	12	-5
52	38	-15
6390	5996	-394
3.36%	3.68%	0.32%
190018	162906	-27112

NYC DOC Salem FF King included in weekly shipments	465	0.29%
Salem SOM change ex. DOC	**3.40%**	**0.03%**

51851 5014

Source: Division Level AIM 185 Reports

Revised: 8/4/98

Total

Brand Style																			
Volume in Cartons	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4	w/e 7/11
FF Sld Box	1346	1693	1372	1262	1186	1501	717	1266	1362	1191	855	679	681	167	251	283	109	305	1271
Lt Sld Box	1564	1765	1721	1712	1497	1681	907	1484	2197	1295	1014	842	533	238	517	485	275	595	1379
FF 100 Box	383	352	214	278	213	317	279	237	287	273	360	284	208	62	299	299	209	261	184
Lt 100 Box	695	528	544	533	357	569	577	554	762	623	669	633	384	199	490	578	390	602	529
King	3834	3512	3716	3689	3023	4689	3489	3522	3556	4159	4950	3666	11095	2174	3530	3986	2005	4398	4118
100	2492	1998	2201	2149	1920	2667	2198	2242	2284	2353	2650	2305	2117	1148	1971	2243	1203	2487	2348
Lt King	4171	3767	4043	3624	3350	4701	3609	3812	3921	4206	5095	4153	3974	2381	3932	4313	2297	4832	4691
Lt 100	2749	2615	2746	2557	2179	3053	2695	2702	2687	2795	3207	2841	2499	1460	2557	2847	1484	3096	2842
Slim	1380	1316	1229	1209	1259	1557	1331	1389	1290	1181	1478	1321	1425	672	1430	1392	648	1536	1478
Ult King	1594	1405	1518	1479	1359	1773	1533	1398	1516	1474	1773	1670	1804	965	1660	1658	881	1842	1746
Ult 100	1363	1155	1254	1240	1187	1499	1334	1262	1346	1200	1556	1405	1466	842	1426	1403	686	1611	1452
Gold	53	34	207	37	44	79	43	35	57	62	60	34	22	16	45	43	6	45	35
Pref 100	66	39	64	46	45	70	41	60	45	55	40	80	53	34	55	41	134	49	67
Pref Lt 100	193	126	160	132	126	185	171	160	166	132	189	152	155	56	163	154	163	165	144
Tot Salem	21883	20305	20989	20147	17745	24321	18924	20123	21476	20999	23896	20065	26406	10414	18326	19725	10490	21844	22284
Salem SOM	3.28%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.39%	3.44%	3.25%	2.91%	3.04%	3.84%	2.61%	2.66%	2.78%	2.84%	2.76%	3.09%
Industry Vol	667882	622085	608465	625274	629491	842331	601898	593431	624236	646934	820518	660231	687319	398684	687766	708286	368898	792253	720003

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1231	1231
0	1230	1230
0	365	365
128	589	461
5249	4408	-842
3105	2250	-854
5654	4015	-1639
3569	2688	-880
1565	1322	-242
1768	1499	-270
1626	1347	-279
62	70	7
74	56	-18
213	157	-56
23012	21223	-1789
3.13%	3.34%	0.21%
734233	634776	-99457

NYC DOC Salem FF King included in weekly shipments

7440 672 0.11%

Salem SOM change ex. DOC **3.24%** **0.10%**

51851 5015

Source: Division Level AIM 185 Reports

Revised: 8/4/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Nassau

Brand Style																	Base vs. Test		
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	450	788	452	619	662	744	259	269	858	754	388	221	293	58	114	102	54	0	550	550
Lt Sld Box	556	777	587	951	876	822	342	462	1512	722	521	375	188	101	224	192	141	0	564	564
FF 100 Box	106	130	98	149	84	98	89	92	119	97	118	120	58	25	107	100	92	0	143	143
Lt 100 Box	256	213	246	284	158	205	260	213	291	234	254	314	180	103	184	238	250	76	245	169
King	985	1139	1110	1134	827	1277	993	1126	1111	1046	1423	1172	1132	673	988	1102	680	1525	1075	-450
100	729	710	753	675	602	808	714	755	739	712	861	819	677	393	687	635	422	1008	725	-283
Lt King	1546	1388	1617	1400	1202	1545	1222	1401	1479	1303	1770	1612	1467	766	1486	1504	1034	2118	1417	-701
Lt 100	975	1129	1104	983	792	1028	1029	939	1045	925	1245	1137	896	544	989	987	722	1326	990	-337
Slim	548	643	552	519	533	663	588	686	554	512	670	654	621	290	704	553	397	685	564	-121
Ul King	665	707	818	728	656	856	740	661	705	715	879	821	876	483	736	764	513	892	719	-172
Ul 100	615	583	695	628	628	750	644	655	738	593	834	713	762	508	733	752	405	842	683	-159
Gold	13	10	19	6	11	22	17	1	12	14	14	7	3	1	12	19	6	25	12	-13
Pref 100	52	34	52	32	20	58	29	51	28	49	25	71	35	25	35	33	37	57	41	-16
Pref Lt 100	153	93	119	92	93	129	134	112	126	107	150	111	121	39	132	122	111	160	119	-41
Tot Salem	7649	8344	8222	8200	7144	9005	7060	7423	9317	7783	9152	8147	7309	4009	7131	7103	4864	8714	7848	-866
Salem SOM	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	3.43%	2.85%	3.07%	2.80%	2.63%	2.58%	2.78%	2.68%	2.91%	3.15%	0.25%
Industry Vol	265298	263655	247455	234538	235634	346514	238605	244196	251216	227196	321012	265327	261122	152454	275949	255689	181737	299751	248788	-50963

51851 5016

Source: Division Level AIM 185 Reports

Revised: 7/20/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Brand Style																	Base vs. Test		
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	214	132	255	134	111	88	86	250	176	97	104	140	74	34	40	76	18	0	181	181
Lt Sld Box	258	141	210	128	109	101	126	293	210	125	161	98	80	36	101	142	40	0	157	157
FF 100 Box	96	62	26	31	34	52	47	35	39	56	105	55	50	15	93	103	46	0	67	67
Lt 100 Box	205	119	77	70	40	78	115	89	74	97	108	63	33	25	104	148	33	7	113	105
King	709	523	548	588	457	812	588	502	688	892	1219	736	8163	406	832	907	397	873	902	29
100	451	263	260	297	234	449	363	317	440	373	516	408	396	194	381	525	253	502	378	-124
Lt King	682	499	524	536	421	777	576	515	752	862	1042	878	754	595	851	928	404	881	679	-202
Lt 100	481	290	269	296	257	512	368	300	428	459	515	472	448	247	547	646	208	532	407	-126
Slim	240	126	132	156	177	178	213	164	237	159	209	219	254	118	254	257	0	218	198	-20
Ul King	351	190	170	220	196	261	284	198	290	281	325	383	354	173	432	355	106	289	263	-27
Ul 100	244	126	123	134	129	163	220	114	181	172	212	273	256	86	245	225	66	220	188	-32
Gold	0	4	0	1	3	2	1	1	4	9	0	2	3	1	5	3	0	6	2	-3
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	0	3	3
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3931	2475	2594	2591	2168	3473	2987	2778	3519	3582	4516	3727	10865	1930	3885	4315	1660	3529	3535	6
Salem SOM	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	2.46%	2.92%	2.75%	7.43%	2.24%	2.66%	2.78%	3.24%	3.12%	3.37%	0.25%
Industry Vol	101212	80858	80288	96084	103952	115038	100163	86462	129525	145540	154546	135591	146142	86093	146174	155338	51203	113106	104984	-8122
													7440						219	0.21%

NYC DOC
Salem FF King
included in
weekly
shipments

Salem SOM change ex. DOC **3.16%** **0.04%**

51851 5017

Source: Division Level AIM 185 Reports

Revised: 7/20/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Source: http://www.industrydocuments.ucsf.edu/docs/xhvy0000

Brooklyn

Brand Style																	
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27
FF Sld Box	335	278	249	173	145	271	147	232	148	124	100	110	59	40	54	51	11
Lt Sld Box	354	307	316	188	149	295	173	205	215	144	106	103	72	33	75	49	34
FF 100 Box	64	41	62	71	21	40	21	37	35	37	57	41	24	12	36	55	26
Lt 100 Box	69	60	17	19	39	80	46	61	94	91	75	55	42	23	65	65	33
King	904	856	886	868	778	1080	868	827	682	988	1012	662	781	529	691	1104	268
100	610	494	521	523	466	593	531	538	383	618	570	406	466	238	392	628	164
Lt King	804	843	836	792	700	970	765	808	541	826	989	581	683	350	618	904	197
Lt 100	580	607	579	593	481	631	628	658	433	629	634	454	529	253	410	601	171
Slim	264	199	252	209	231	236	234	210	168	194	229	163	231	79	162	215	55
Ul King	203	169	173	169	163	199	203	163	127	173	190	129	154	100	106	198	40
Ul 100	158	158	154	149	134	188	133	164	121	137	164	123	115	65	121	147	48
Gold	4	3	53	3	5	15	3	17	6	3	14	11	1	7	7	4	0
Pref 100	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4349	4015	4098	3757	3312	4598	3752	3920	2954	3964	4140	2838	3167	1729	2737	4021	1047
Salem SOM	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%	3.50%	3.32%	2.89%	2.90%	2.78%	3.03%	2.86%	3.16%	2.89%
Industry Vol	128892	117064	116091	128755	122143	156625	111769	113900	84496	119283	143403	97812	114078	56990	95803	127152	36213

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	212	212
0	181	181
0	52	52
11	59	49
1231	882	-349
700	507	-193
1068	776	-292
736	554	-182
262	221	-41
182	163	-19
183	148	-35
6	11	5
0	0	0
0	0	0
4380	3768	-611
3.33%	3.36%	0.03%
131359	112000	-19359

51851 5018

Source: http://www.industrydocuments.ucsf.edu/docs/xhvy0000

Queens

Brand Style																	
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27
FF Sld Box	347	495	416	336	268	398	225	515	180	216	263	208	255	35	43	54	26
Lt Sld Box	396	540	608	445	363	463	266	524	260	304	226	266	193	68	117	102	60
FF 100 Box	117	119	28	27	74	127	122	73	94	83	80	68	76	10	63	41	45
Lt 100 Box	165	136	204	160	120	206	156	191	303	201	232	201	109	48	137	127	74
King	1236	994	1172	1099	961	1500	1040	1067	1075	1233	1296	1096	1019	566	1019	873	660
100	702	531	667	654	618	817	590	632	722	650	703	672	578	323	511	455	364
Lt King	1139	1037	1066	1096	1027	1409	1046	1088	1149	1215	1294	1082	1070	670	977	977	662
Lt 100	713	589	794	685	649	882	670	805	781	782	813	778	626	416	611	613	383
Slim	328	348	293	325	318	480	296	329	331	316	370	285	319	185	310	367	196
Ul King	375	339	357	362	344	457	306	376	394	305	379	337	420	209	386	341	222
Ul 100	346	288	282	329	296	398	337	329	306	298	346	296	333	183	327	279	167
Gold	36	17	135	27	25	40	22	16	35	36	32	14	15	7	21	17	0
Pref 100	14	5	12	14	25	12	12	9	16	6	15	9	18	9	20	8	8
Pref Lt 100	40	33	41	40	33	56	37	48	40	25	39	41	34	17	31	32	52
Tot Salem	5954	5471	6075	5599	5121	7245	5125	6002	5686	5670	6088	5353	5065	2746	4573	4286	2919
Salem SOM	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%	4.03%	3.58%	3.66%	3.02%	3.31%	3.05%	2.66%	2.69%	2.52%	2.93%
Industry Vol	172480	160508	164631	165897	167762	224154	151361	148873	158999	154915	201557	161501	165977	103147	169840	170107	99745

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	314	314
0	341	341
0	111	111
34	174	140
1620	1558	-62
894	631	-264
1587	1098	-489
974	721	-253
400	328	-72
406	336	-70
381	316	-65
25	46	21
17	12	-5
52	38	-14
6390	6023	-367
3.36%	3.72%	0.36%
190018	161866	-28151

NYC DOC Salem FF King included in weekly shipments

492 0.30%

Salem SOM change ex. DOC

3.42% **0.05%**

51851 5019

Total

Brand Style																	
Volume in Cartons	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27
FF Sld Box	1346	1693	1372	1262	1186	1501	717	1266	1362	1191	855	679	681	167	251	283	109
Lt Sld Box	1564	1765	1721	1712	1497	1681	907	1484	2197	1295	1014	842	533	238	517	485	275
FF 100 Box	383	352	214	278	213	317	279	237	287	273	360	284	208	62	299	299	209
Lt 100 Box	695	528	544	533	357	569	577	554	762	623	669	633	364	199	490	578	390
King	3834	3512	3716	3689	3023	4669	3489	3522	3556	4159	4950	3666	11095	2174	3530	3986	2005
100	2492	1998	2201	2149	1920	2667	2198	2242	2284	2353	2650	2305	2117	1148	1971	2243	1203
Lt King	4171	3767	4043	3824	3350	4701	3609	3812	3921	4206	5095	4153	3974	2381	3932	4313	2297
Lt 100	2749	2615	2746	2557	2179	3053	2695	2702	2687	2795	3207	2841	2499	1460	2557	2847	1484
Slim	1380	1316	1229	1209	1259	1557	1331	1389	1290	1181	1478	1321	1425	672	1430	1392	648
Ul King	1594	1405	1518	1479	1359	1773	1533	1398	1516	1474	1773	1670	1804	965	1660	1658	881
Ul 100	1363	1155	1254	1240	1187	1499	1334	1262	1346	1200	1556	1405	1466	842	1426	1403	686
Gold	53	34	207	37	44	79	43	35	57	62	60	34	22	16	45	43	6
Pref 100	66	39	64	46	45	70	41	60	45	55	40	80	53	34	55	41	134
Pref Lt 100	193	126	160	132	126	185	171	160	166	132	189	152	155	56	163	154	163
Tot Salem	21883	20305	20989	20147	17745	24321	18924	20123	21476	20999	23896	20065	26406	10414	18326	19725	10490
Salem SOM	3.28%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.39%	3.44%	3.25%	2.91%	3.04%	3.84%	2.61%	2.66%	2.78%	2.84%
Industry Vol	667882	622085	608465	625274	629491	842331	601898	593431	624236	646934	820518	660231	687319	398684	687766	708286	368898

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1257	1257
0	1244	1244
0	372	372
128	591	463
5249	4416	-833
3105	2241	-864
5654	3971	-1683
3569	2672	-897
1565	1311	-253
1768	1481	-287
1626	1336	-290
62	71	9
74	56	-18
213	157	-56
23012	21174	-1839
3.13%	3.37%	0.24%
734233	627638	-106595

7440

711 0.11%

NYC DOC Salem FF King included in weekly shipments

Salem SOM change ex. DOC

3.26% **0.13%**

51851 5020

Source: Division Level AIM 185 Reports

Revised: 7/20/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Nassau

Brand Style																Base vs. Test		
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	450	788	452	619	662	744	259	269	858	754	388	221	293	58	114	102	0	565	565
Lt Sld Box	556	777	587	951	876	822	342	462	1512	722	521	375	188	101	224	192	0	577	577
FF 100 Box	106	130	98	149	84	98	89	92	119	97	118	120	58	25	107	100	0	145	145
Lt 100 Box	256	213	246	284	158	205	260	213	291	234	254	314	180	103	184	238	76	245	169
King	985	1139	1110	1134	827	1277	993	1126	1111	1046	1423	1172	1132	673	988	1102	1525	1087	-438
100	729	710	753	675	602	808	714	755	739	712	861	819	677	393	687	635	1008	734	-274
Lt King	1546	1388	1617	1400	1202	1545	1222	1401	1479	1303	1770	1612	1467	766	1486	1504	2118	1429	-689
Lt 100	975	1129	1104	983	792	1028	1029	939	1045	925	1245	1137	896	544	989	987	1326	998	-329
Slim	548	643	552	519	533	663	588	686	554	512	670	654	621	290	704	553	685	569	-116
Ul King	665	707	818	728	656	856	740	661	705	715	879	821	876	483	736	764	892	726	-166
Ul 100	615	583	695	628	628	750	644	655	738	593	834	713	762	508	733	752	842	692	-150
Gold	13	10	19	6	11	22	17	1	12	14	14	7	3	1	12	19	25	12	-13
Pref 100	52	34	52	32	20	58	29	51	28	49	25	71	35	25	35	33	57	41	-16
Pref Lt 100	153	93	119	92	93	129	134	112	126	107	150	111	121	39	132	122	160	119	-41
Tot Salem	7649	8344	8222	8200	7144	9005	7060	7423	9317	7783	9152	8147	7309	4009	7131	7103	8714	7938	-776
Salem SOM	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	3.43%	2.85%	3.07%	2.80%	2.63%	2.58%	2.78%	2.91%	3.16%	0.26%
Industry Vol	265298	263655	247455	234538	235634	346514	238605	244196	251216	227196	321012	265327	261122	152454	275949	255689	299751	250820	-48931

51851 5021

Source: Division Level AIM 185 Reports

Revised: 7/16/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Brand Style																
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20
FF Sld Box	214	132	255	134	111	88	86	250	176	97	104	140	74	34	40	76
Lt Sld Box	258	141	210	128	109	101	126	293	210	125	161	98	80	36	101	142
FF 100 Box	96	62	26	31	34	52	47	35	39	56	105	55	50	15	93	103
Lt 100 Box	205	119	77	70	40	78	115	89	74	97	108	63	33	25	104	148
King	709	523	548	588	457	812	588	502	688	892	1219	736	8163	406	832	907
100	451	263	260	297	234	449	363	317	440	373	516	408	396	194	381	525
Lt King	682	499	524	536	421	777	576	515	752	862	1042	878	754	595	851	928
Lt 100	481	290	269	296	257	512	368	300	428	459	515	472	448	247	547	646
Slim	240	126	132	156	177	178	213	164	237	159	209	219	254	118	254	257
Ul King	351	190	170	220	196	261	284	198	290	281	325	383	354	173	432	355
Ul 100	244	126	123	134	129	163	220	114	181	172	212	273	256	86	245	225
Gold	0	4	0	1	3	2	1	1	4	9	0	2	3	1	5	3
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3931	2475	2594	2591	2168	3473	2987	2778	3519	3582	4516	3727	10865	1930	3885	4315
Salem SOM	3.86%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	2.46%	2.92%	2.75%	7.43%	2.24%	2.66%	2.78%
Industry Vol	101212	80858	80288	96084	103952	115038	100163	86462	129525	145540	154546	135591	146142	86093	146174	155338

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	186	186
0	161	161
0	67	67
7	115	108
873	917	44
502	382	-121
881	688	-193
532	413	-119
218	204	-14
289	267	-22
220	192	-28
6	3	-3
0	0	0
0	0	0
3529	3592	63
3.12%	3.37%	0.25%
113106	106613	-6493

NYC DOC Salem FF King included in weekly shipments		225	0.21%
Salem SOM change ex. DOC		**3.16%**	**0.04%**

51851 5022

Source: Division Level AIM 185 Reports

Revised: 7/16/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Brand Style																
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20
FF Sld Box	335	278	249	173	145	271	147	232	148	124	100	110	59	40	54	51
Lt Sld Box	354	307	316	188	149	295	173	205	215	144	106	103	72	33	75	49
FF 100 Box	64	41	62	71	21	40	21	37	35	37	57	41	24	12	36	55
Lt 100 Box	69	60	17	19	39	80	46	61	94	91	75	55	42	23	65	65
King	904	856	886	868	778	1080	868	827	682	988	1012	662	781	529	691	1104
100	610	494	521	523	466	593	531	538	383	618	570	406	466	238	392	628
Lt King	804	843	836	792	700	970	765	808	541	826	989	581	683	350	618	904
Lt 100	580	607	579	593	481	631	628	658	433	629	634	454	529	253	410	601
Slim	264	199	252	209	231	236	234	210	168	194	229	163	231	79	162	215
Ul King	203	169	173	169	163	199	203	163	127	173	190	129	154	100	106	198
Ul 100	158	158	154	149	134	188	133	164	121	137	164	123	115	65	121	147
Gold	4	3	53	3	5	15	3	17	6	3	14	11	1	7	7	4
Pref 100	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4349	4015	4098	3757	3312	4598	3752	3920	2954	3964	4140	2838	3167	1729	2737	4021
Salem SOM	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%	3.50%	3.32%	2.89%	2.90%	2.78%	3.03%	2.86%	3.16%
Industry Vol	128892	117064	116091	128755	122143	156625	111769	113900	84496	119283	143403	97812	114078	56990	95803	127152

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	218	218
0	186	186
0	52	52
11	60	50
1231	900	-331
700	518	-182
1068	794	-274
736	566	-170
262	226	-36
182	167	-15
183	151	-32
6	11	5
0	0	0
0	0	0
4380	3851	-529
3.33%	3.37%	0.04%
131359	114296	-17062

5185I 5023

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Queens

Brand Style																Base vs. Test		
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	347	495	416	336	268	398	225	515	180	216	263	208	255	35	43	54	0	322	322
Lt Sld Box	396	540	608	445	363	463	266	524	260	304	226	266	193	68	117	102	0	350	350
FF 100 Box	117	119	28	27	74	127	122	73	94	83	80	68	76	10	63	41	0	113	113
Lt 100 Box	165	136	204	160	120	206	156	191	303	201	232	201	109	48	137	127	34	177	143
King	1236	994	1172	1099	961	1500	1040	1067	1075	1233	1296	1096	1019	566	1019	873	1620	1585	-35
100	702	531	667	654	618	817	590	632	722	650	703	672	578	323	511	455	894	639	-256
Lt King	1139	1037	1066	1096	1027	1409	1046	1088	1149	1215	1294	1082	1070	670	977	977	1587	1111	-476
Lt 100	713	589	794	685	649	882	670	805	781	782	813	778	626	416	611	613	974	731	-242
Slim	328	348	293	325	318	480	296	329	331	316	370	285	319	185	310	367	400	332	-68
Ul King	375	339	357	362	344	457	306	376	394	305	379	337	420	209	386	341	406	340	-66
Ul 100	346	288	282	329	296	398	337	329	306	298	346	296	333	183	327	279	381	321	-60
Gold	36	17	135	27	25	40	22	16	35	36	32	14	15	7	21	17	25	47	22
Pref 100	14	5	12	14	25	12	12	9	16	6	15	9	18	9	20	8	17	13	-5
Pref Lt 100	40	33	41	40	33	56	37	48	40	25	39	41	34	17	31	32	52	37	-15
Tot Salem	5954	5471	6075	5599	5121	7245	5125	6002	5686	5670	6088	5353	5065	2746	4573	4286	6390	6117	-273
Salem SOM	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%	4.03%	3.58%	3.66%	3.02%	3.31%	3.05%	2.66%	2.69%	2.52%	3.36%	3.74%	0.37%
Industry Vol	172480	160508	164631	165897	167762	224154	151361	148873	158999	154915	201557	161501	165977	103147	169840	170107	190018	163749	-26269
																		507	0.31%

NYC DOC
Salem FF King
included in
weekly
shipments

Salem SOM change ex. DOC **3.43%** **0.06%**

51851 5024

Source: Division Level AIM 185 Reports

Revised: 7/16/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Total

Brand Style																
Volume in Cartons	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20
FF Sld Box	1346	1693	1372	1262	1186	1501	717	1266	1362	1191	855	679	681	167	251	283
Lt Sld Box	1564	1765	1721	1712	1497	1681	907	1484	2197	1295	1014	842	533	238	517	485
FF 100 Box	383	352	214	278	213	317	279	237	287	273	360	284	208	62	299	299
Lt 100 Box	695	528	544	533	357	569	577	554	762	623	669	633	364	199	490	578
King	3834	3512	3716	3689	3023	4669	3489	3522	3556	4159	4950	3666	11095	2174	3530	3986
100	2492	1998	2201	2149	1920	2667	2198	2242	2284	2353	2650	2305	2117	1148	1971	2243
Lt King	4171	3767	4043	3824	3350	4701	3609	3812	3921	4206	5095	4153	3974	2381	3932	4313
Lt 100	2749	2615	2746	2557	2179	3053	2695	2702	2687	2795	3207	2841	2499	1460	2557	2847
Slim	1380	1316	1229	1209	1259	1557	1331	1389	1290	1181	1478	1321	1425	672	1430	1392
Ul King	1594	1405	1518	1479	1359	1773	1533	1398	1516	1474	1773	1670	1804	965	1660	1658
Ul 100	1363	1155	1254	1240	1187	1499	1334	1262	1346	1200	1556	1405	1466	842	1426	1403
Gold	53	34	207	37	44	79	43	35	57	62	60	34	22	16	45	43
Pref 100	66	39	64	46	45	70	41	60	45	55	40	80	53	34	55	41
Pref Lt 100	193	126	160	132	126	185	171	160	166	132	189	152	155	56	163	154
Tot Salem	21883	20305	20989	20147	17745	24321	18924	20123	21476	20999	23896	20065	26406	10414	18326	19725
Salem SOM	3.28%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.39%	3.44%	3.25%	2.91%	3.04%	3.84%	2.61%	2.66%	2.78%
Industry Vol	667882	622085	608465	625274	629491	842331	601898	593431	624236	646934	820518	660231	687319	398684	687766	708286

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1292	1292
0	1274	1274
0	377	377
128	597	469
5249	4489	-760
3105	2272	-833
5654	4022	-1632
3569	2708	-861
1565	1331	-233
1768	1499	-269
1626	1356	-270
62	73	11
74	53	-21
213	157	-56
23012	21497	-1515
3.13%	3.38%	0.25%
734233	635479	-98755

NYC DOC Salem FF King included in weekly shipments		733	0.12%
Salem SOM change ex. DOC		**3.27%**	**0.13%**

51851 5025

Source: Division Level AIM 185 Reports

Revised: 7/16/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Nassau

Brand Style															
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13
FF Sld Box	450	788	452	619	662	744	259	269	858	754	388	221	293	58	114
Lt Sld Box	556	777	587	951	876	822	342	462	1512	722	521	375	188	101	224
FF 100 Box	106	130	98	149	84	98	89	92	119	97	118	120	58	25	107
Lt 100 Box	256	213	246	284	158	205	260	213	291	234	254	314	180	103	184
King	985	1139	1110	1134	827	1277	993	1126	1111	1046	1423	1172	1132	673	988
100	729	710	753	675	602	808	714	755	739	712	861	819	677	393	687
Lt King	1546	1388	1617	1400	1202	1545	1222	1401	1479	1303	1770	1612	1467	766	1486
Lt 100	975	1129	1104	983	792	1028	1029	939	1045	925	1245	1137	896	544	989
Slim	548	643	552	519	533	663	588	686	554	512	670	654	621	290	704
Ul King	665	707	818	728	656	856	740	661	705	715	879	821	876	483	736
Ul 100	615	583	695	628	628	750	644	655	738	593	834	713	762	508	733
Gold	13	10	19	6	11	22	17	1	12	14	14	7	3	1	12
Pref 100	52	34	52	32	20	58	29	51	28	49	25	71	35	25	35
Pref Lt 100	153	93	119	92	93	129	134	112	126	107	150	111	121	39	132
Tot Salem	7649	8344	8222	8200	7144	9005	7060	7423	9317	7783	9152	8147	7309	4009	7131
Salem SOM	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	3.43%	2.85%	3.07%	2.80%	2.63%	2.58%
Industry Vol	265298	263655	247455	234538	235634	346514	238605	244196	251216	227196	321012	265327	261122	152454	275949

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	580	580
0	589	589
0	146	146
76	245	169
1525	1086	-439
1008	737	-271
2118	1427	-691
1326	998	-328
685	570	-115
892	724	-167
842	690	-152
25	12	-13
57	41	-16
160	119	-41
8714	7965	-750
2.91%	3.18%	0.27%
299751	250668	-49083

51851 5026

Source: Division Level AIM 185 Reports

Revised: 7/10/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Brand Style															
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13
FF Sld Box	214	132	255	134	111	88	86	250	176	97	104	140	74	34	40
Lt Sld Box	258	141	210	128	109	101	126	293	210	125	161	98	80	36	101
FF 100 Box	96	62	26	31	34	52	47	35	39	56	105	55	50	15	93
Lt 100 Box	205	119	77	70	40	78	115	89	74	97	108	63	33	25	104
King	709	523	548	588	457	812	588	502	688	892	1219	736	8163	406	832
100	451	263	260	297	234	449	363	317	440	373	516	408	396	194	381
Lt King	682	499	524	536	421	777	576	515	752	862	1042	878	754	595	851
Lt 100	481	290	269	296	257	512	368	300	428	459	515	472	448	247	547
Slim	240	126	132	156	177	178	213	164	237	159	209	219	254	118	254
Ul King	351	190	170	220	196	261	284	198	290	281	325	383	354	173	432
Ul 100	244	126	123	134	129	163	220	114	181	172	212	273	256	86	245
Gold	0	4	0	1	3	2	1	1	4	9	0	2	3	1	5
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3931	2475	2594	2591	2168	3473	2987	2778	3519	3582	4516	3727	10865	1930	3885
Salem SOM	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	2.46%	2.92%	2.75%	7.43%	2.24%	2.66%
Industry Vol	101212	80858	80288	96084	103952	115038	100163	86462	129525	145540	154546	135591	146142	86093	146174

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	189	189
0	162	162
0	66	66
7	114	107
873	917	44
502	377	-125
881	680	-201
532	405	-127
218	203	-15
289	265	-25
220	191	-29
6	3	-3
0	0	0
0	0	0
3529	3569	40
3.12%	3.40%	0.28%
113106	105091	-8015

NYC DOC Salem FF King included in weekly shipments

7440 233 0.22%

Salem SOM change ex. DOC **3.17% 0.06%**

51851 5027

Source: Division Level AIM 185 Reports

Revised: 7/10/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Brooklyn

Brand Style Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13
FF Sld Box	335	278	249	173	145	271	147	232	148	124	100	110	59	40	54
Lt Sld Box	354	307	316	188	149	295	173	205	215	144	106	103	72	33	75
FF 100 Box	64	41	62	71	21	40	21	37	35	37	57	41	24	12	36
Lt 100 Box	69	60	17	19	39	80	46	61	94	91	75	55	42	23	65
King	904	856	886	868	778	1080	868	827	682	988	1012	662	781	529	691
100	610	494	521	523	466	593	531	538	383	618	570	406	466	238	392
Lt King	804	843	836	792	700	970	765	808	541	826	989	581	683	350	618
Lt 100	580	607	579	593	481	631	628	658	433	629	634	454	529	253	410
Slim	264	199	252	209	231	236	234	210	168	194	229	163	231	79	162
Ul King	203	169	173	169	163	199	203	163	127	173	190	129	154	100	106
Ul 100	158	158	154	149	134	188	133	164	121	137	164	123	115	65	121
Gold	4	3	53	3	5	15	3	17	6	3	14	11	1	7	7
Pref 100	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4349	4015	4098	3757	3312	4598	3752	3920	2954	3964	4140	2838	3167	1729	2737
Salem SOM	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%	3.50%	3.32%	2.89%	2.90%	2.78%	3.03%	2.86%
Industry Vol	128892	117064	116091	128755	122143	156625	111769	113900	84496	119283	143403	97812	114078	56990	95803

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	224	224
0	190	190
0	52	52
11	60	49
1231	894	-337
700	514	-186
1068	790	-277
736	565	-171
262	227	-35
182	166	-16
183	151	-32
6	12	5
0	0	0
0	0	0
4380	3845	-534
3.33%	3.38%	0.04%
131359	113895	-17464

51851 5028

Source: Division Level AIM 185 Reports

Revised: 6/30/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Queens

Brand Style															
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13
FF Sld Box	347	495	416	336	268	398	225	515	180	216	263	208	255	35	43
Lt Sld Box	396	540	608	445	363	463	266	524	260	304	226	266	193	68	117
FF 100 Box	117	119	28	27	74	127	122	73	94	83	80	68	76	10	63
Lt 100 Box	165	136	204	160	120	206	156	191	303	201	232	201	109	48	137
King	1236	994	1172	1099	961	1500	1040	1067	1075	1233	1296	1096	1019	566	1019
100	702	531	667	654	618	817	590	632	722	650	703	672	578	323	511
Lt King	1139	1037	1066	1096	1027	1409	1046	1088	1149	1215	1294	1082	1070	670	977
Lt 100	713	589	794	685	649	882	670	805	781	782	813	778	626	416	611
Slim	328	348	293	325	318	480	296	329	331	316	370	285	319	185	310
Ul King	375	339	357	362	344	457	306	376	394	305	379	337	420	209	386
Ul 100	346	288	282	329	296	398	337	329	306	298	346	296	333	183	327
Gold	36	17	135	27	25	40	22	16	35	36	32	14	15	7	21
Pref 100	14	5	12	14	25	12	12	9	16	6	15	9	18	9	20
Pref Lt 100	40	33	41	40	33	56	37	48	40	25	39	41	34	17	31
Tot Salem	5954	5471	6075	5599	5121	7245	5125	6002	5686	5670	6088	5353	5065	2746	4573
Salem SOM	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%	4.03%	3.58%	3.66%	3.02%	3.31%	3.05%	2.66%	2.69%
Industry Vol	172480	160508	164631	165897	167762	224154	151361	148873	158999	154915	201557	161501	165977	103147	169840

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	331	331
0	358	358
0	115	115
34	178	144
1620	1607	-13
894	645	-250
1587	1115	-472
974	735	-239
400	331	-69
406	340	-66
381	322	-59
25	48	23
17	13	-4
52	37	-15
6390	6174	-216
3.36%	3.77%	0.41%
190018	163550	-26468
	523	0.32%

NYC DOC Salem FF King included in weekly shipments

Salem SOM change ex. DOC **3.46%** **0.09%**

51851 5029

Source: Division Level AIM 185 Reports

Revised: 7/10/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000

Total

Brand Style															
Volume in Cartons	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13
FF Sld Box	1346	1693	1372	1262	1186	1501	717	1266	1362	1191	855	679	681	167	251
Lt Sld Box	1564	1765	1721	1712	1497	1681	907	1484	2197	1295	1014	842	533	238	517
FF 100 Box	383	352	214	278	213	317	279	237	287	273	360	284	208	62	299
Lt 100 Box	695	528	544	533	357	569	577	554	762	623	669	633	364	199	490
King	3834	3512	3716	3689	3023	4669	3489	3522	3556	4159	4950	3666	11095	2174	3530
100	2492	1998	2201	2149	1920	2667	2198	2242	2284	2353	2650	2305	2117	1148	1971
Lt King	4171	3767	4043	3824	3350	4701	3609	3812	3921	4206	5095	4153	3974	2381	3932
Lt 100	2749	2615	2746	2557	2179	3053	2695	2702	2687	2795	3207	2841	2499	1460	2557
Slim	1380	1316	1229	1209	1259	1557	1331	1389	1290	1181	1478	1321	1425	672	1430
Ul King	1594	1405	1518	1479	1359	1773	1533	1398	1516	1474	1773	1670	1804	965	1660
Ul 100	1363	1155	1254	1240	1187	1499	1334	1262	1346	1200	1556	1405	1466	842	1426
Gold	53	34	207	37	44	79	43	35	57	62	60	34	22	16	45
Pref 100	66	39	64	46	45	70	41	60	45	55	40	80	53	34	55
Pref Lt 100	193	126	160	132	126	185	171	160	166	132	189	152	155	56	163
Tot Salem	21883	20305	20989	20147	17745	24321	18924	20123	21476	20999	23896	20065	26406	10414	18326
Salem SOM	3.28%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.39%	3.44%	3.25%	2.91%	3.04%	3.84%	2.61%	2.66%
Industry Vol	667882	622085	608465	625274	629491	842331	601898	593431	624236	646934	820518	660231	687319	398684	687766

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1323	1323
0	1298	1298
0	380	380
128	597	470
5249	4505	-744
3105	2273	-832
5654	4012	-1641
3569	2703	-865
1565	1330	-235
1768	1494	-274
1626	1354	-272
62	74	12
74	54	-20
213	157	-56
23012	21553	-1459
3.13%	3.40%	0.27%
734233	633203	-101030

NYC DOC Salem FF King included in weekly shipments — 7440 — 756 — 0.12%

Salem SOM change ex. DOC — **3.28%** — **0.15%**

51851 5030

Source: Division Level AIM 185 Reports

Revised: 7/10/98

Source: https://www.industrydocuments.ucsf.edu/docs/xhvy0000